

are lodged in blind hollows made in said semi-transparent layer and open towards said substrate plate.

16. (New) The dial of claim 15 wherein said luminous elements are applied by serigraphy, tampography or manually onto said substrate plate and/or onto said semi-transparent layer.

17. (New) The dial of claim 15 wherein said semi-transparent layer is made of one of the following materials: mother-of-pearl; varnish; lacquer; glass; plastic.

18. (New) The dial of claim 15 further consisting of a colored layer interposed between said substrate plate and said semi-transparent layer.

19. (New) The dial of claim 18 wherein said colored layer is a coat of varnish.

20. (New) The dial of claim 15 wherein said blind hollows are made by machining or by selective chemical attack.

### **REMARKS**

The Office Action dated November 14, 2007, has been carefully considered. The present Amendment is intended to be a complete response thereto and to place the case in condition for allowance.

### **TELEPHONE INTERVIEW WITH EXAMINER**

A brief telephone interview was conducted between undersigned counsel and Examiner Hinze on Jan. 27, 2008. During the interview, counsel proposed the changes that are reflected in the present Amendment. Applicant submits that the present revisions overcome the prior art rejection.

### **THE CLAIMS ARE NOT ANTICIPATED**

Claim 1 and 4-10 stand rejected under 35 U.S.C. § 102(b) as being anticipated by Lange (U.S. Patent No. 2,885,561). Applicants respectfully traverse the rejection.

The Examiner contends that Lange provides luminous elements that are visible at dark but not under normal lighting conditions. The Examiner acknowledges, however, that Lange **does** display an image under normal lighting conditions, but notes that that image is formed by the reflective layer 30 and not the luminous layer 20.

The claims have been amended to more clearly recite that an image is NOT displayed by the present dial under normal lighting conditions, whether from the luminous elements or any other element of the dial. For instance, amended claims 1 and 10 clarify that the luminous elements provide an image. Separate from the luminous elements, claims 1 and 10 require that no image is visible at all on the dial. New claims 13 and 14 further clarify that the semi-

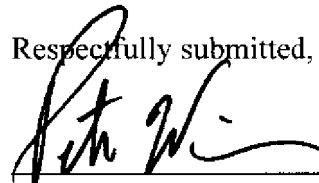
transparent layer and the luminous elements do not form an image that is visible under normal lighting conditions. New claim 15 recites the invention utilizing the closed language "consisting," so that the image is not displayed under normal lighting conditions.

In the event that there are any questions relating to this Amendment or to the application in general, it would be appreciated if the examiner would telephone the undersigned attorney concerning such questions so that the prosecution of this application may be expedited.

Please charge any shortage or credit any overpayment of fees to BLANK ROME LLP, Deposit Account No. 23-2185 (128118.0101). In the event that a petition for an extension of time is required to be submitted herewith and in the event that a separate petition does not accompany this response, applicant hereby petitions under 37 C.F.R. 1.136(a) for an extension of time. Any fees due are authorized above.

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Respectfully submitted,



Peter S. Weissman  
Registration No. 40,220

BLANK ROME LLP  
600 New Hampshire Avenue, NW  
Washington, DC 20037  
Telephone: (202) 772-5800  
Facsimile: (202) 772-5858